

## DUPLICATE INVOICE



**KCRA**  
**3 Television Circle**  
**Sacramento, CA 95814**  
**Main: (916)446-3333**  
**Billing: (916)325-3266**

www.kcra.com

Billing Address:

**Multi Media Services - VA**  
**Attention: Accounts Payable**  
**915 King St**  
**2nd Floor**  
**Alexandria, VA 22314**

Send Payment To:

**KCRA**  
**PO Box 26861**  
**Lehigh Valley, PA 18002-6861**

Invoice #	Invoice Date	Invoice Month	Invoice Period
968900-1	11/11/12	November 2012	10/29/12 - 11/07/12

Station	Account Executive	Sales Office	Sales Region
KCRA	Meredith Thompson	Eagle-Washingt	National

Advertiser	Product	Estimate Number
California Endowment	CALIFORNIA ENDOWMEN	5116

Flight Dates	Order #	Alt Order #
11/06/12 - 11/11/12	968900	7915975

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	CAED	

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	11/07/12	11/07/12	KCRA-TV News at 6am	5:58am-7:00am	--W----	:30	2	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 --W---- 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA W 11/07/12 6:11 AM KCRA-TV News at 6am 5:58am-7:00am :30 CAEND12H \$1,500.00 NM 2 KCRA W 11/07/12 6:52 AM KCRA-TV News at 6am 5:58am-7:00am :30 CAEND12H \$1,500.00 NM									
2	11/07/12	11/07/12	NBC Today Show	7:00am-9:00am	--W----	:30	2	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 --W---- 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA W 11/07/12 7:25 AM NBC Today Show 7:00am-9:00am :30 CAEND12H \$1,500.00 NM 2 KCRA W 11/07/12 8:57 AM NBC Today Show 7:00am-9:00am :30 CAEND12H \$1,500.00 NM									
3	11/07/12	11/07/12	KCRA-TV News at 5am	5:00am-5:57am	--W----	:30	2	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 --W---- 2 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA W 11/07/12 5:14 AM KCRA-TV News at 5am 5:00am-5:57am :30 CAEND12H \$800.00 NM 2 KCRA W 11/07/12 5:42 AM KCRA-TV News at 5am 5:00am-5:57am :30 CAEND12H \$800.00 NM									
4	11/06/12	11/06/12	KCRA-TV News at 11pm	11:00pm-11:35pm	-T-----	:30	2	\$8,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 2 \$8,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Tu 11/06/12 11:41 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 CAEND12H \$8,000.00 NM LR- Network Special Report 2 KCRA Tu 11/06/12 11:59 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 CAEND12H \$8,000.00 NM LR- Network Special Report									
5	11/06/12	11/06/12	ELECTION NIGHT COVE4P-11P		-T-----	:30	2	\$10,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 2 \$10,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									



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968900-1	11/11/12	November 2012	10/29/12 - 11/07/12
Advertiser	Product	Estimate Number	
California Endowment	CALIFORNIA ENDOWMEN	5116	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																												
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<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>2</td><td>KCRA</td><td>Tu</td><td>11/06/12</td><td></td><td>ELECTION NIGHT COVERAGE</td><td>4P-11P</td><td>:00</td><td></td><td><del>\$10,000.00</del></td><td>NM</td></tr><tr><td colspan="11">Credited</td></tr><tr><td>1</td><td>KCRA</td><td>Tu</td><td>11/06/12</td><td>9:30 PM</td><td>ELECTION NIGHT COVERAGE</td><td>4P-11P</td><td>:30</td><td>CAEND12H</td><td>\$10,000.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	KCRA	Tu	11/06/12		ELECTION NIGHT COVERAGE	4P-11P	:00		<del>\$10,000.00</del>	NM	Credited											1	KCRA	Tu	11/06/12	9:30 PM	ELECTION NIGHT COVERAGE	4P-11P	:30	CAEND12H	\$10,000.00	NM
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Total Spots							9																																														

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$33,600.00</b>
<u>Agency Commission</u>	<b>\$5,040.00</b>
<u>Net Amount Due</u>	<b>\$28,560.00</b>